

JOHANNES RÖDDER

CURRICULUM VITAE

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PROFILE

Experienced leader in retail and mobility sectors, adept at driving complex transformation programs and leading diverse cross-functional teams. Proven ability to align business strategy with customer-centric operation, driving operational excellence and sustainable growth. Skilled in change management, business development and stakeholder engagement at executive levels. Passionate about fostering high-performance cultures and optimizing processes to achieve measurable business outcomes.

KEY SKILLS

Transformation & Change Management | Organizational Development | Business Development & Strategy | Organizational Culture | Operational Excellence | Team Leadership | Project Management | Capability Management | Communications | Stakeholder Management | Performance Management

PROFESSIONAL EXPERIENCE

Founder – Freelancer | Consultant | Trainer (Köln, Deutschland) 01/2026 – TODAY

- Supporting retail and mobility companies in high-stake operational transformation, organizational development, and performance optimization. Bridging change management, team and leadership development with operational excellence and hands-on implementation experience.

bp – Board – Senior Transformation Manager (Bochum, Germany) 08/2024 – 12/2025

- Transformation Management for bp in Germany, integrating strategy reset and over 30 global, regional and local business transformation programs and portfolio changes across all business models incl. Supply & Trading, Retail, EV-charging, Aviation and Refining
- Program Management including change and stakeholder management, communications and C-Level executive board governance. Project Management in functional integrated value optimization programs across the organization in Germany

bp – Retail – Operational Excellence Senior Manager Europe (Remote, Europe) 08/2021 – 07/2024

- Run retail site support operations in ten European markets incl. UK, Germany, Poland, Spain, Portugal, Netherlands, Turkey and Austria (+8k retail stores, 5m customers p. d.)
- Lead a team of +180 people running end-to-end process optimization, training, workforce management, operational standards, digitalization, cost improvement programs (budget \$0.5bn), customer careline, business service centers, site communications and strategic growth initiatives
- Managed the internal European OpEx reorganization program towards a leaner, customer-focused and integrated organization of +300 FTE structure enabling local business development initiatives

bp – Retail – Business Development Manager (Bochum, Germany) 04/2019 – 07/2021

- Strategic assessment, development and implementation of a new retail operating model across the company owned network of +1.200 sites at market leader Aral reporting to the Aral CEO
- Led business model design, end-to-end process management, reporting structures and functional integration as well as agile project management and transformation methodologies/tools
- Disciplinary line management of 10+ people and diverse (inter)national project stakeholders

bp – Retail – Business Consultant (Frankfurt, Germany) 01/2017 – 03/2019

- Managed a territory of +20 forecourt partner retail sites under the brand of Aral with teams of total +300 on-site employees. Full partner lifecycle, brand standard and financial responsibility of +110m€ revenue. Focus on the implementation of the convenience REWE To Go brand partnership

bp – Retail – Business Trainer & New Media Trainer (Remote, Germany) 03/2012 – 12/2016

- Drove the training agenda for over 2.500 Aral retail sites in Germany, delivered extensive training and coaching activities (up to 100 p. a.) and supported development and implementation of e-learning content incl. Learning Management System introduction for +10k learners per month

EDUCATION

Certificate of Advanced Studies – Digital Innovation & Business Transformation

02/2026 – 11/2026

University St. Gallen

- ECTS accredited study program focusing on business engineering, technology-, service- and digital innovation and design as well as leadership and business transformation

Master of Arts – Business Psychology, Leadership & Management

2012 – 2014

SRH University, grade 1.7

- Distance study program focusing on organizational psychology, organizational design and transformation management, learning and development and motivation

Bachelor of Arts – International Management

2008 – 2012

FOM Hochschule für Ökonomie & Management, grade 1.8

- Combined and bp-sponsored program focusing on business administration, marketing, economics, finance & investment, international law, turnaround management, HR and sales

Additional education (selection)

- Emerging Executive Leader Program at bp & INSEAD | HDBI – Certificate

LANGUAGES

German: native | English: fluent

HOBBIES

Family and friends | travelling | sports